



IP China 2009 The 5th China Software &
Integrated Circuit Intellectual Property
Summit Forum

Sponsor Program



工业和信息化部软件与集成电路促进中心
Ministry of Industry and Information Technology Software and Integrated Circuit Promotion Center



Interpretation of Intellectual Property Strategy

Focus on IT Industry development, Promotion of independent innovation of enterprises

IP China 2009——The 5th China Software and Integrated Circuit Intellectual Property Summit Forum will be held from Nov.12 to Nov.13 ceremoniously by Ministry of Industry and Information Technology Software and Integrated Circuit Promotion Center (its abbreviation is “CSIP”).

The forum of China Software and Integrated Circuit Intellectual Property Summit Forum has been held in 2005, 2006, 2007 and 2008 successfully and got a high rating among domestic and overseas IT industry and IP fields by discussed the frontier issues of IPR law system of IT Industry in different aspects. It aims to provide an interactive platform for domestic and overseas IP elites and forward-looking high-end IP training and theory exploration and to make a valuable contribution in making China an innovative country and attaining the goal of building a moderately and prosperous society in all respects.

We try to center the discussion on the following topics, such as the hot issues of software and intellectual property, and the impact of the implementation of new Patent Law on the innovation of China’s IT Industry, and the latest trend of the system of patent law in Europe and the United State while promoting Patent Alert. Meanwhile, we will also provide the related training courses, such as patent information analysis and patent excavation, and enterprise’s patent strategy management and patent alert.

This forum provides a smooth and free platform, which can let the participants share the information and commercial communications together. It will comprehensively promote the implementation of National Intellectual Property Strategy. Now IP China invites Software and Integrated Circuit Enterprises, IP services, government departments to attend this forum to promoting their brands, publicizing their culture in order to make a brighter future together!

**Organization of the summit forum**

- **Guidance unit(intend to invite):**

Science & Technology Department, MIIT
 Electronic Information Department, MIIT
 Software Services Industry Department, MIIT

- **Organizer:**

Ministry of Industry and Information Technology Software and Integrated Circuit
 Promotion Center (CSIP)

- **Cooperation media (intend to invite):**

Ccidnet.com
 Science & technology channel of sina.com.cn

- **Supporting media (intend to invite):**

Chinaview.cn, People's Daily, Legal Daily, China Electronics News,
 China Information World, China Intellectual Property News, China
 Invention & Patent Magazine, China Intellectual Property Magazine,
 China Integrated Circuit Magazine, International Electronics News ,
 Electronic Engineering & Product World.

- **Time:**

Nov.12-13,2009

- **Summit Theme:** Interpretation of Intellectual Property Strategy, Focus on IT Industry
 development, Promotion of independent innovation of enterprises

Sponsor Information

Class of Sponsors:

Class of Sponsors	Amount (RMB)
VIP(collaborative supporter)	300,000
Second Class	200,000
Third Class	10,000

Benefit	Length	Topics	Class of Sponsors
Speech on Forum Theme (Optional theme)	15 min	Time:10:00-10:20, 10:20-10:40	VIP
		Time:13:30-13:50, 15:10-15:30	Second Class
		Time:15:50-16:10, 16:10-16:30	Third Class

Summit Theme Forum (Participation)	20 min	Forum A: Preliminary study of IP investment and financing Time:10:40-12:00	VIP Second Class
		Forum B: The study of Intellectual Property Strategy Time:13:50-15:10	Third Class
		Forum C: Intellectual Property Judicial expertise practice Time:16:30-17:30	
IPR Training	60 min	<ul style="list-style-type: none"> ✧ Intellectual property strategy and the mending of new Patent Law ✧ TRIZ theory and self-innovation ✧ Patent competitive intelligence analysis and Patent Mining ✧ Enterprise Patent Strategy Management and Intellectual Property Protection ✧ Interpreting the way of investment and financing in IP field ✧ Intellectual Property Judicial Expertise in Litigation ✧ IP(Patent) Alerting 	VIP Second Class Third Class
Exhibition (Special display)	2 days	Go through the whole summit	VIP Second Class Third Class
Special Benefit	30 min	Exclusive interview by collaborative media	VIP

Schedule of the summit forum

Nov.12, 2009 , Intellectual Property Thematic Training Courses

- ✧ Intellectual property strategy and the mending of new Patent Law
- ✧ TRIZ theory and self-innovation
- ✧ Patent competitive intelligence analysis and Patent Mining
- ✧ Enterprise Patent Strategy Management and Intellectual





Property Protection

- ✧ Interpreting the way of investment and financing in IP field
- ✧ Intellectual Property Judicial Expertise in Litigation
- ✧ IP(Patent) Alert

Nov.13, 2008, Intellectual Property Summit Forum

Keynote-speech:

- ✧ IP matters in National major projects
- ✧ Analysis Report of CSIP Intellectual Property
- ✧ Intellectual Property Strategic layout of Provincial and Municipal Regions– IP platform conception of Regional Enterprises cluster
- ✧ Patent Value Expansion and other issues in International standards Procedure
- ✧ Other Sponsored summit themes



Panel:

- ✧ Preliminary study of IP investment and financing
 - The latest progress of IP investment and financing and Skill band
 - Interpreting the way of investment and financing of intangible assets in Beijing
 - Financing Innovation and Patent evaluation
 - Intangible asset investment and financing practice in small-to-medium-sized enterprises
- ✧ Intellectual Property Strategy
 - Implementing National Intellectual Property Strategy Guidelines-the promotion of innovation by integrating Industrialization and informationization
 - Establishment and Implementation of Enterprise Intellectual Property Strategy and Intellectual Property protection strategy in enterprise overseas market
 - Interpreting IP annual report of listed enterprises
- ✧ Intellectual Property Judicial expertise practice
 - Present situation and developmental tendency of Intellectual Property Judicial Expertise
 - Intellectual Property Judicial Expertise in IT industry field
 - IP Judicial Expertise Case Studies

(Note: The arrangement of the above topics is subject to change according to actual conditions)

**VIP (collaborative supporter)****RMB 300,000**

- In the name of collaborative supporter of IP China 2009 5th China Software and Integrated Circuit Intellectual Property Summit Forum .
- Sponsor's name and LOGO shown as Collaborative Supporter of IP China2009 on all the advertisements, website and materials of forum, as well as the background-board of forum hall.
- Sponsor will have one speech each on Speech on Forum theme (Optional theme) and IPR Training (Give a lecture). Sponsor could optional choose a theme Forum. Text and video of the speech will be published and recorded in the forum report and CD, as well as address list of summit.
- Sponsor will have one standard exhibition booth, set out by sponsor.
- Sponsor will have a whole page advertisement on second cover or third cover or back cover of forum report, advertisement supplied by sponsor.
- Sponsor could invite 3 distinguished guests, and have 3 places in participating the summit, as well as 3 places in luncheon party.
- Sponsor will have a face-to-face interview by Collaborative Media of the IP China Forum.

Second class sponsor**RMB 200,000**

- Sponsor could invite 1 distinguished guest, and have 3 places in participating the summit, as well as 1 place in luncheon party.
- Sponsor will have one speech each on Speech on Forum theme (Optional theme) and IPR Training (Give a lecture). Sponsor could optional choose a theme Forum. Text and video of the speech will be published and recorded in the forum report and CD, as well as address list of summit.
- Sponsor's name and LOGO shown as Collaborative Supporter of IP China2009 on all the advertisements, website and materials of forum, as well as the background-board of forum hall.
- Sponsor will have one standard exhibition booth, set out by sponsor.
- Sponsor will have a whole page advertisement, advertisement supplied by sponsor.

Third class sponsor**RMB 100,000**

- Sponsor will have one speech each on Speech on Forum theme (Optional theme) and IPR Training (Give a lecture). Sponsor could optional choose a theme Forum.



Text and video of the speech will be published and recorded in the forum report and CD, as well as address list of summit.

- Sponsor could have 2 places in participating the summit, and 1 place in luncheon party.
- Sponsor's name and LOGO shown as Collaborative Supporter of IP China2009 on all the advertisements, website and materials of forum, as well as the background-board of forum hall.
- Sponsor will have a whole page advertisement, advertisement supplied by sponsor.

Overview of earlier IP China

(Please click www.ipchina.org.cn for more information)

✧ IP China 2008

The theme of IP China 2008 is “Focusing on IPR Frontier Development, and Promoting IT Industry Innovation”. And also discussed the following topics, such as the frontier issues of software and intellectual property, and the latest trend of intellectual property issues in standard, and the impact of the implementation of Anti-trust Law on the innovation of China's IT Industry. Meanwhile, we provided the related training courses, such as the latest trend of intellectual property law system in European, and patent information analysis and patent excavation, and enterprise's patent strategy management and patent alert, and evidences in intellectual property litigation. Over 300 representatives from over 60 domestic and overseas IP enterprises and legal research institutions attended this summit. The Speakers present at this summit included Jiang Zhipei, IP Judge of the supreme People's Court; Ms. Wang Xiaoye and Mr. Huang Yong, committee members of the legislative council of China anti-monopoly law; Professor Wu handong, the school master of Zhongnan University of Economics and Law and the expert of National IP strategy office; Professor Wang Ping, the expert in revising the third version of Patent Law and the professor of Peking University and other elites in related fields.

✧ IP China 2007

On Nov. 29-30, 2007, IP China 2007 – The 3rd China Integrated Circuit and Software Intellectual Property Summit and the 4th China Information Industry Intellectual Property and Technical Standard Summit Forum (hereinafter referred to as “the summit”) was held ceremoniously in Beijing.



This summit was jointly sponsored by Ministry of Industry and Information Technology Software and Integrated Circuit Promotion Center (CSIP), MII Intellectual Property Center, CESI Standardization Development Research Center, and China Electronics Standardization Association, and received strong support from Department of Science & Technology and Department of Electronic Information Products Management, Ministry of Information Industry, Department of High & New Technology and Department of Industrialization, Ministry of Science & Technology, and Department of Coordination and Management, State Intellectual Property Office. Over 300 guests from government, industry, domestic and overseas IP service providers, and famous law firms as well as domestic and overseas integrated circuit and software enterprises attended the summit. Experts from law firms, informationization field, intellectual property field and enterprises standard field as well as representatives from IT enterprises like Microsoft made keynote speeches.

✧ **IP China 2006**

From Nov. 30 to Dec. 1, 2006, “IP China 2006 – The 2nd China Integrated Circuit and Software Intellectual Property Summit” (hereinafter referred to as “the summit”) themed at “Promote Fundamental Innovation, Attach Importance to Intellectual Property” guided by Department of Science & Technology and Department of Electronic Information Products Management, Ministry of Information Industry, and Department of High & New Technology, Ministry of Science & Technology, and sponsored by Ministry of Industry and Information Technology Software and Integrated Circuit Promotion Center (CSIP) was held ceremoniously in Beijing. Nearly 500 guests from government, industry, domestic and overseas IP service providers, and famous law firms as well as 200 integrated circuit, software, IC design, EDA, and IP enterprises attended the summit.

✧ **IP China 2005**

On Dec. 14-16, 2005, “IP China 2005 – China Integrated Circuit Silicon Intellectual Property Summit” themed at “Focus on IP Development, Promote IC Innovation” was held in Hotel Nikko New Century Beijing. According to the sponsor China Software and Integrated Circuit Promotion

Center (CSIP), this is the first large-scale silicon intellectual property event since the establishment of “China Silicon Intellectual Property Industrial Alliance”.

Nearly 300 representatives from over 60 domestic and overseas IC enterprises and legal research institutions attended this summit. The enterprises present at this summit included famous domestic and overseas IP enterprises such as Synopsys, MIPS, Cadence, ARM, C*Core, Loongson, HED, TTPCOM, Mentor, Tensilica, LSI Logic, ADC, Faraday, Silicon Image, MOAI, Micro Science, IPGoal, TSMC, and SMIC. Leaders from Ministry of Information Technology, Ministry of Science & Technology, and State Intellectual Property Office were also present at this summit.

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CSIP 交通位置图

